

Syllabus

PLATO Course Entrepreneurship, Semester A

Course Overview

This one-semester course is intended to help you understand the components of a business plan, ideation and innovation in products and pricing, the market research process, and various management functions of operations management. The course has 18 lessons organized into 4 units. Each unit has a Unit Activity and each lesson contains one or more Lesson Activities. Additionally, the course ends with a comprehensive Course Activity.

This course will cover the roles and attributes of an entrepreneur, marketing and its components, the selling process, and operations management.

You will submit the Unit Activity and Course Activity documents to your teacher, and you will grade your work in the Lesson Activities by comparing them with the given sample responses. The Unit Activities, Course Activities (submitted to the teacher), and Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

Course Goals

This course will help you meet the following goals:

- Identify what qualities entrepreneurs should have and analyze the significance of economic theory in entrepreneurial activity.
- Understand the role of the business model and business plan in a new venture.
- Examine how products transition through the life cycle and how pricing and brand decisions are affected within the same.
- Analyze the costs and benefits associated with distribution and promotion.
- Study the importance of research and econometrics techniques for small firms.
- Understand how effective person-to-person communication is important for selling and customer service.

- Discuss how sales are planned, executed, and measured through various channels.
- Explore methods or phenomena to increase efficiencies in a production environment.
- Study processes within supply chain management.

Prerequisite Skills

Entrepreneurship Semester A has the following prerequisites:

- basic math knowledge
- ability to visualize and apply creativity and innovation
- familiarity with the writing process and following guidelines
- basic computer skills
- ability to structure and process information

General Skills

To participate in this course, you should be able to do the following:

- Perform basic operations on a computer.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

Entrepreneurship Semester A is a 0.5-credit course.

Course Materials

- notebook
- computer with Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Unit 1: The Entrepreneur and the Economy

Summary

In this unit, you will explore the roles and attributes of an entrepreneur, and you will discuss the effects of microeconomics and macroeconomics on entrepreneurial activities. You will learn about great entrepreneurs of the past and present and examine the importance of a good idea in business. You will also familiarize yourself with the components of a business plan and look at various business models.

Day	Activity/Objective	Type
1 day: 1	Syllabus and Plato Student Orientation <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	So, You Want To Be An Entrepreneur <i>Discuss what qualities entrepreneurs should have and how their actions impact their lives and the world around them.</i>	Lesson
3 days: 6–8	Course Activity	Activity
3 days: 9–11	Fundamental Economics <i>Explain the significance of economic theory in entrepreneurial activity.</i>	Lesson
4 days: 12–15	Leading to Success <i>Outline success factors, including leadership qualities and the power of ideation, in entrepreneurial successes of the past.</i>	Lesson
3 days: 16–18	Spotting Opportunities <i>Describe sources of ideas, sources of information, and methods to find entrepreneurial opportunities.</i>	Lesson
4 days: 19–22	The Business Model and the Business Plan <i>Describe the role of the business model and business plan in a new venture.</i>	Lesson
4 days: 23–26	Buying and Franchising Businesses <i>Explain how buying a new business or franchising are options for an entrepreneurial venture.</i>	Lesson

Day	Activity/Objective	Type
1 day: 27	Space Jumble	Game
3 days: 28–30	Unit Activity/Threaded Discussion—Unit 1	Activity
1 day: 31	Post-test—Unit 1	Assessment

Unit 2: Marketing Fundamentals

Summary

In this unit, you will learn about marketing and its components. You will understand the stages of a product's life cycle. In addition, you will explore ideation and innovation in products and pricing. You will also identify the elements of a promotional mix and analyze the importance of the distribution function.

Day	Activity/Objective	Type
4 days 32–35	Product and Pricing <i>Explain how products transition through the life cycle and how pricing and brand decisions are affected within the same.</i>	Lesson
3 days 36–38	Innovation in Product and Pricing <i>Describe how new product development and credit pricing can stimulate a firm's growth.</i>	Lesson
3 days 39–41	Finding and Reaching Customers <i>Explain the working of the distribution and advertising functions.</i>	Lesson
4 days 42–45	Evaluating Promotion and Distribution Plans <i>Discuss the costs and benefits associated with distribution and promotion.</i>	Lesson
1 day 46	Para Jumble	Game
3 days 47–49	Unit Activity/Threaded Discussion—Unit 2	Activity
1 day 50	Post-test—Unit 2	Assessment

Unit 3: Managing Customers

Summary

In this unit, you will learn about the market research process and discuss the importance of customer relationship management. You will also explore the steps involved in the selling process and analyze the importance of sales management.

Day	Activity/Objective	Type
4 days 51–54	The Importance of Market Research <i>Discuss the importance of research and econometrics techniques for small firms.</i>	Lesson
4 days 55–58	Technology and Analytics for Marketing <i>Explain how technology can help small firms tune their marketing initiatives.</i>	Lesson
3 days 59–61	Principles of Selling and Customer Service <i>Explain how effective person-to-person communication is important for selling and customer service.</i>	Lesson
3 days 62–64	Managing Sales Channels <i>Explain how sales are planned, executed, and measured through various channels.</i>	Lesson
1 day 65	Thwack-A-Mole	Game
3 days 66–68	Unit Activity/Threaded Discussion—Unit 3	Activity
1 day 69	Post-test—Unit 3	Assessment

Unit 4: Production and Operations Management

Summary

In this unit, you will learn about operations management and discuss various management functions of operations management in the manufacturing industry. You will also examine different activities associated with inventory management and inventory control. In addition, you will learn about processes that are part of supply chain management.

Day	Activity/Objective	Type
4 days 70–73	Defining Operations <i>Examine methods or phenomena to increase efficiency in a production environment.</i>	Lesson

Day	Activity/Objective	Type
4 days 74–77	Optimizing Operations <i>Discuss ways to plan and improve operations for both the manufacturing and service industries.</i>	Lesson
3 days 78–80	Inventory Management <i>Discuss the importance of inventory control in minimizing operating costs.</i>	Lesson
3 days 81–83	Managing Suppliers <i>Describe the processes within supply chain management.</i>	Lesson
1 day 84	Space Jumble	Game
3 days 85–87	Unit Activity/Threaded Discussion—Unit 4	Activity
1 day 88	Post-test—Unit 4	Assessment
1 day 89	Semester Review	
1 day 90	End-of-Semester Test	Assessment